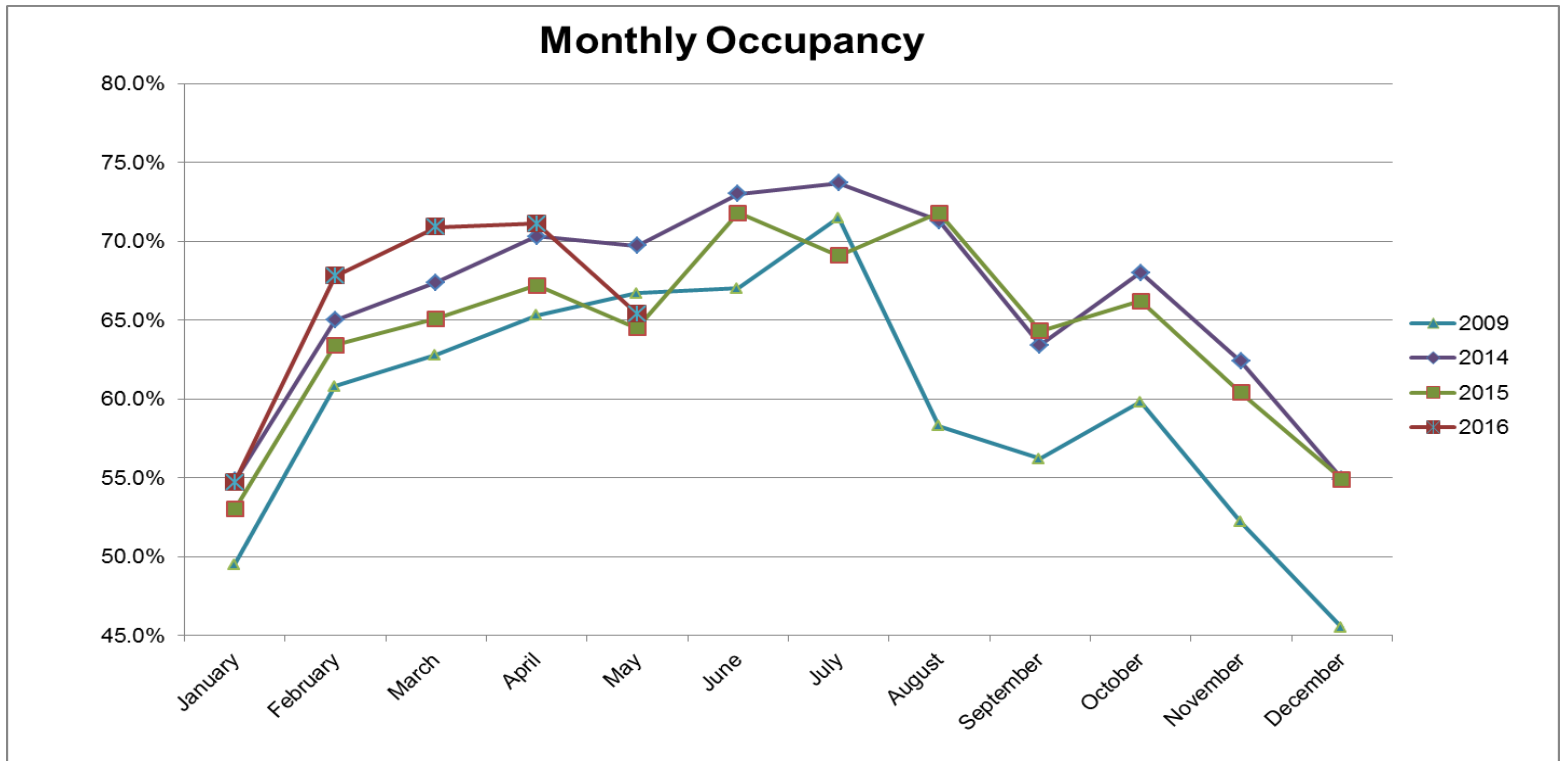
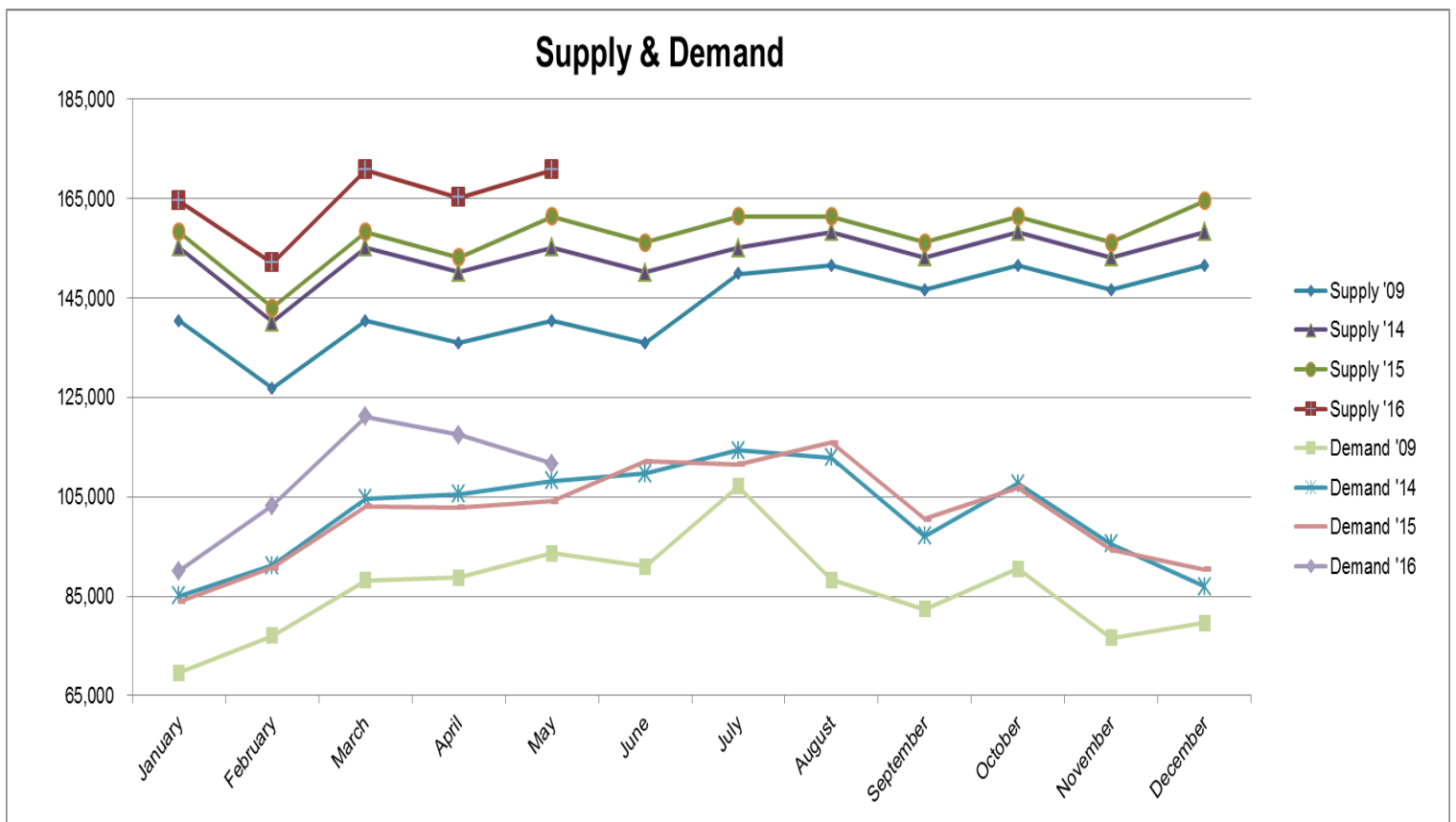


## Lubbock Lodging Analysis May 2016

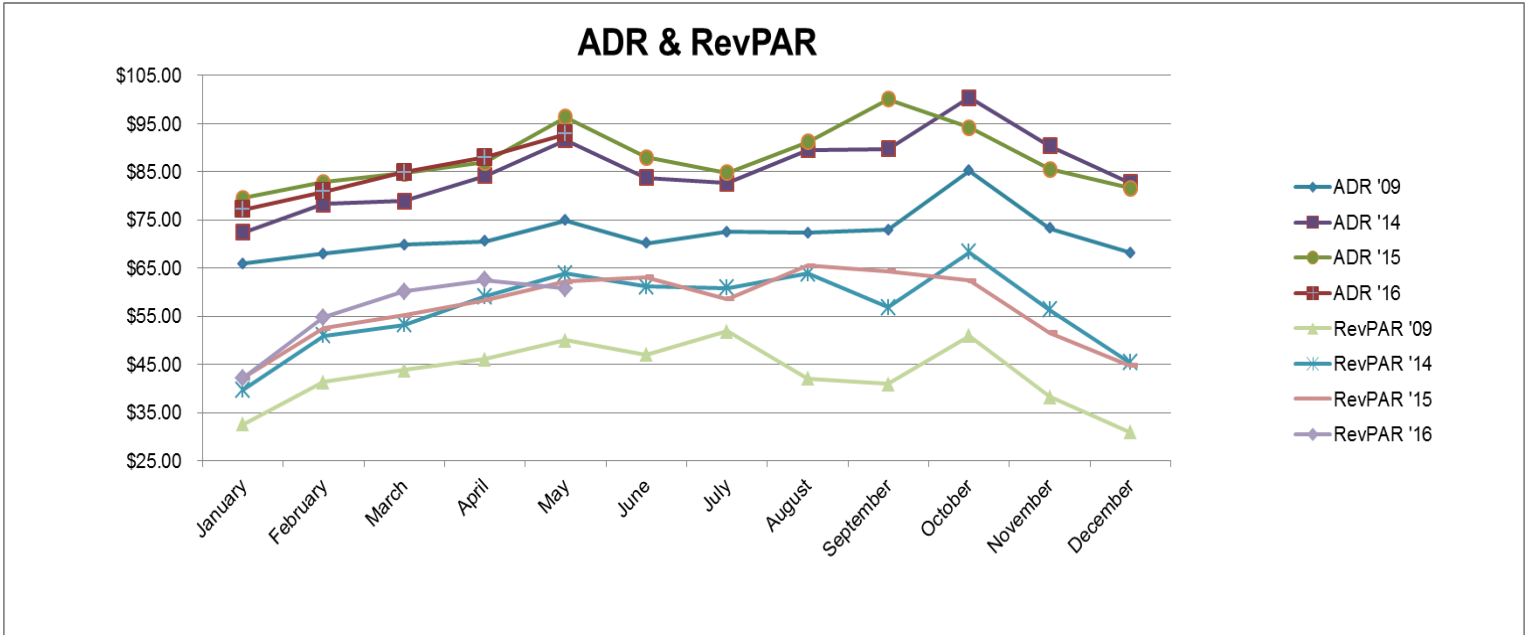
Occupancy for May 2016 increased 1.4% from May 2015 to 65.4%. Occupancy is calculated as a percentage of the rooms that are available in any given month.



The following chart shows that the Year-to-Date supply of rooms in the market has increased 5.8%. There are currently approximately 720 rooms under construction in Lubbock. Room demand (rooms occupied) increased 7.3% over room demand for May 2015.



The following chart shows the average daily rate (ADR) and RevPAR (REvenue Per Available Room) for the market. The chart shows that room rates for May 2016 have decreased 3.6% from May 2015 to \$92.86. RevPAR for May 2016 also decreased 2.3% from May 2015 to \$60.76. RevPAR is calculated based on total room revenues divided by all of the rooms in the supply which includes rooms left vacant.



The final chart below shows that total lodging revenue has increased 3.4% over May 2015 and is up 10.4% for calendar year 2016 over calendar year 2015. Total revenue has increased for 16 of the last 18 consecutive months. The trend shown in the revenue chart directly corresponds to the ADR and RevPAR increases in the previous charts.

